



Ask for Old Virginia Cheroots and this is what you get for your 5 cents—3 good, clean, 5-cent smokes; for a cheroot is only a cigar made without the head.

OLD VIRGINIA CHEROOTS



Package of 3 for 5 Cents



Old Virginia Cheroots are rolled from the smaller leaves of the same tobacco used in good 5-cent cigars. But they are not only *good*,—they are *clean*. Made in the biggest, airiest and cleanest cigar-factory in the world—a million of them every day.

A package of 3 Old Virginia Cheroots for 5 cents is the best money's worth in the whole store.

Sold wherever they sell tobacco

MERCHANTS MUST GET DOWN TO BUSINESS NOW

Buyers Are Looking to the Columns of The Journal for Holiday Suggestions.

Every merchant in Pensacola wants to do a good business between now and January 1. He wants to do a good business all the time, but he particularly desires to do it now to make up for what he did not do during the past three months and to help make a good showing for the year 1935. Other things being equal, there is only one way for him to get the business and that is to GO OUT AFTER IT. If he does not go after the business his competitor will do it and, it is unnecessary to add that, under those circumstances, his competitor will get it. Now it is impossible for a merchant to go out and see personally every one of the thousands of customers

whom he wants to do business with and, therefore, he is consequently but ONE WAY TO REACH THEM and that is THROUGH THE COLUMNS OF THE JOURNAL.

Every merchant who expects to do a good holiday trade must make an appeal to the public for it or his competitor will get the business.

The buying public has now come to be very discriminating in its tastes, and it refuses to do business with a merchant who does not have enterprise enough to ask for it. The public reasons that if the merchant hasn't enough enterprise to advertise, he hasn't enough enterprise to keep the kind of a stock that the customer wants, and consequently the customer "passes him up" for his more enterprising competitor.

People are looking to the columns of The Journal for their HOLIDAY SUGGESTIONS, and now is the time for the merchant to tell them exactly what he has to offer.

Don't wait until people begin to buy of some one else—**INVITE THEM INTO YOUR STORE NOW** and get first chance to show them what you have.

The Journal's columns are at your disposal for this purpose, and The Journal's readers are watching those columns as a guide to see where they are going to make their purchases.

A New Brand of Cigars

Must have some merit in order to create a demand. We are now introducing a new one—

Bear's A-No. 1 5c Smoker.

It contains all the good qualities of the regular ten-cent, and the difference lies only in the price—5c. Try one—we know what you will think of them.

The Lewis Bear Co. Distributors.

GRAY & CO. CASE COMES TO A CLOSE

Referee Shine Declares Dividend of 60 Per Cent Upon the Stock.

The bankruptcy case of Gray & Co., which has been in the bankruptcy court for over a year, came to a close yesterday, when Referee C. L. Shine declared the last dividend, thus closing up the case.

In closing up the business of this case the referee declared what is probably the largest dividend ever paid to creditors of a bankrupt firm, the entire amount of which was 60 per cent of the indebtedness.

The firm was forced into bankruptcy over a year ago, and although the case was fought in the courts, the firm was declared a bankrupt, and a trustee appointed.

To Fight Twenty-five Rounds. San Francisco, Dec. 7.—Willie Fitzgerald of Brooklyn and Willie Lewis of New York were matched yesterday to box twenty-five rounds at Colma on the night of January 10. They will fight at 138 pounds, weight in at 6 o'clock on the day of the battle.

THE STORY OF VINOL

W. H. White & Co., Pensacola.

"Our experience with medicines extends over many years. We have had ample opportunity to watch thousands of them and their results and we can honestly say that we've never sold a medicine in our store that gives more universal satisfaction than does Vinol.

This is because Vinol possesses intrinsic merit, and we want everybody in Pensacola to know more about it, and why we stand behind it.

For centuries cod liver oil has been recognized as the grandest of all body-building agents for wasted human strength and vitality—yet on account of the disagreeable odor, taste and heavy indigestible oil which envelops its curative elements, it invariably clogs the system, upsets the stomach and its virtue lost.

Now modern science has proved that the oil or greasy part has no value, either as a food or medicine, and the medicinal elements of which there are about fifty different kinds in the cod's liver represent all the tonic, body-building and curative powers of this famous old remedy.

After twenty years of study two eminent French chemists discovered a way to separate all these medicinal elements from the oil and cod livers and give to modern medicine all the valuable curatives of the cod's liver without a drop of the useless oil, and thus made Vinol.

Vinol, therefore, is guaranteed to contain in a highly concentrated form all of these medicinal curative and body-building elements actually taken from fresh cod's livers, without oil, and for this reason it is fast superseding old-fashioned cod liver oil and emulsions.

As a body-builder and strength creator for old people, weak women, puny children, for the anemic and after sickness, and for all pulmonary troubles we honestly believe it has no equal." W. H. White & Co., druggists.

Growing more popular every day; Blue Ribbon Lemon and Vanilla Extracts. Ask for Blue Ribbon Vanilla and say it plain, and you will know why November sales broke all previous records.

MEETING OF CONCORDIA CLUB

Interesting Session Held Night, When Officers Were Nominated.

An interesting and largely attended meeting of the members of the Concordia Club was held last night at the rooms of the club, when many matters of importance to the club were considered and acted upon.

The meeting was for the purpose of nominating officers for the ensuing year, and a number of nominations were made, all of which will be voted upon at the next meeting, which is to be held in January.

The club now has a large membership, and it is expected that within the next few months many more members will be added to the roll.

Since moving into the new quarters on East Intendencia street the club has added many new members to its list, and it is expected that the number will be largely increased in the next few weeks.

RIGHT HANDED FOLKS

WHY ARE THEY SO VERY LARGELY IN THE MAJORITY?

There Are Two Factors In the Problem, an Inherited Tendency and Constant Practice—The Origin of the Innate Prolivity.

That the great majority of persons use the right hand with greater skill than the left is doubtless due to two influences—an innate proclivity and constant practice. The preference shown by most infants at the age of one year for the use of the right hand proves that there is an inherited tendency. Further evidence of it is found in the greater ease with which any entirely new act is performed by the right than by the left hand. Training, however, is an important factor. A mature person, having lost the right hand by accident, can achieve wonders with the other if he only exercises patience, perseverance and a strong will.

The more mysterious of the two factors in this problem is the innate tendency. How did it arise? There are exceptions to the rule. Perhaps two out of every hundred babies are left handed. But when you stop to think of it the natural inclination of the other ninety-eight is remarkable. A great many physiologists have speculated in regard to its cause, without reaching any conclusion upon which all could agree.

Dr. George M. Gould says in the Popular Science Monthly that right handedness is so thoroughly ingrained in human nature that it must have been partially developed in the savage ancestors of the race. Primitive man, in his opinion, must have felt a definite need for the exercise of his right hand in preference to his left, and that necessity must have been recognized and obeyed for a long period continuously. The impulse could not well have dictated his habits in eating, for knives and forks are of recent origin, and writing was practically unknown. Moreover, in such operations as chipping arrowheads, weaving baskets and riddling clubs, bows and arrows it could not have mattered much which hand was employed.

When warfare had been carried to such a stage of advancement as to involve the use of a shield, however, that object was probably held on the left side in order to protect the heart. Then as a matter of convenience the right arm was left free for the more active function of fighting with spear and sword, and with habitual exercise came special skill. An attendant phenomenon was a finer organization of that particular center in the brain which controlled these movements and which was situated in the left half of the organ. The brain is the real seat of all dexterity, and something takes place there in correspondence with external efficiency. With an increased use of the right hand, Dr. Gould thinks, there must have been greater demands upon the right eye, because vision must precede the order to strike or to give peaceful signals. In this way there may have been developed a keener power of vision in the right eye than in the left. Dr. Gould assumes that there was and declares that "right handed people are right eyed" and that in their brains the center of vision is on the left side, in close proximity to that governing the right arm.

While civilization was yet at a low level communication was carried on, especially with strangers, largely in the sign language. Barter laid the foundations of arithmetic and called to play the digits. The preference already given to the right hand in battle may have guided men in the choice for this service and also in official and social ceremonies. Computation, Dr. Gould points out, was an intellectual process which was conducted in the speech center of the brain. Nature was compelled to take sides in locating the latter, and she placed it to the left of the middle. Dr. Gould thinks that the choice was governed by the employment of the right hand for giving signals. So intimately related are the functions of speech and vision and the control of the muscular efforts with the right arm that action would be quicker if the cerebral centers controlling them were closely associated.

HAVE YOU A BOY?

Does he need Clothing and Shoes? Bring him to The Big Store to fit him up. We have an immense stock, and for the next few days will offer the following special inducements:

200 Suits, in good Wool Cassimeres, Worsteds and Cheviots, \$2 values, for \$1.39.

Elegant line \$5 Suits, this sale \$4.69.

175 Suits, fine All-Wool Cassimeres, Cheviots, Worsteds, Serges and Thin-ets, \$3.50 and \$4 values, for \$3.39.

350 Suits, in fine, fancy Cassimeres and Worsteds, \$3 values, for \$2.69.

The nobbiest line of \$6 Suits in the city to sell at \$5.49.

Youths' Long Pants Suits, an elegant line, from \$5 to \$15, in nobby, up-to-date patterns.

GREAT SPECIAL OFFERING ON BOYS' SHOES.

Regardless of an advancing market, we are able to offer you Boys' Shoes at less than they have ever been sold, owing to our having anticipated the rise and placed our orders far in advance.

500 pair good, all Solid Leather Shoes sizes 8 1-2 to 11, 11 1-2 to 2, 2 1-2 to 5 1-2, a \$1.25 value at 95 cents.

Fine Vici Kid and Box Calf Shoes, with all in and outer soles, counter and heels, sold everywhere \$1.75, *our price* \$1.49

Equal Values in All Lines.

Come to The Big Store for Your Boys' Wearing Apparel. We are Headquarters.

Wm. Johnson & Son

DANCE FOR THE RAILROAD MEN

Enjoyable Event Was Given Last Night at the C. K. of A. Hall.

One of the enjoyable events of the season was the ball given last night at the hall of the Catholic Knights of America, the affair being given by the local railroad men in honor of the visiting members of the general adjustment committee of the Order of



MOTHERS, DO YOU KNOW

the many so-called birth medicines, a most remedial for women in the treatment of her delicate organs, contain more less opium, morphine and strychnine?

Do You Know that in most countries druggists are not permitted to sell narcotics without labeling them poisons?

Do You Know that you should take internally any medicine for a pain accompanying pregnancy?

Do You Know that Mother's Friend is applied externally only?

Do You Know that Mother's Friend is a celebrated prescription, and that has been in use over forty years, and that each bottle of the genuine bears the name of The Bradford Regulator Co.?

Do You Know that when you use the remedy during the period of gestation that you will be free of pain and bear healthy, hearty and clever children?

Well, these things are worth knowing. They are facts. Of druggists at \$1.00. Don't be persuaded to try a substitute. Our little book "Motherhood" free. THE BRADFORD REGULATOR CO., Atlanta, Ga.

Order Your ICE, COAL and WOOD from the Consumers' Ice and Fuel Company.

Office—Corner Chase and Tarragona. Phone 259.

Railway Conductors.

The event was one which was greatly enjoyed by those who had the good fortune to be present and it was after midnight when the last dance was finished.

Before departing the guests were treated to a cold luncheon and other refreshments, which were served in excellent style and greatly enjoyed.

The meeting yesterday of the general committee was devoted principally to hearing reports from the various divisions of the Louisville and Nashville system, and much business was transacted. It is expected that the meeting of the committee will adjourn tonight or to-morrow morning and the various members return to their homes.

Burdock Blood Bitters gives a man a clear head, an active brain, a strong, vigorous body—makes him fit for the battle of life.

ELEVEN DROWNED BY SINKING OF STEAMER

By Associated Press. Christiansa, Dec. 7.—The timber laden steamer Fram sunk to-day in Christiansa Fjord. Seven of the crew and four passengers were drowned.

Every family should have its household medicine chest—and the first bottle in it should be Dr. Wood's Norway Pine Syrup. Nature's remedy for coughs and colds.

The Modesty of Hokusai.

Young artists, not gaining distinction early, have had various instances to quote as showing that mastery performance often came late in life. In Dorn Amasen's book on Japanese art it is set forth that this is what the celebrated Japanese artist Hokusai wrote about himself: "From the age of six I had a mania for drawing the forms of things. By the time I was fifty I had published an infinity of designs, but all I have produced before the age of seventy is not worth taking into account. At seventy-five I learned a little about the real structure of nature—of animals, plants and trees, birds, fishes and insects. In consequence, when I am eighty I shall have made still more progress. At ninety I shall penetrate the mystery of things. At a hundred I shall certainly have reached a marvelous stage, and when I am 110 everything I do—be it a line or dot—will be alive. I beg those who live as long as I do to see if I do not keep my word." Hokusai died in 1848 at the age of eighty-nine.

Oak and Pine

in any quantity, by the load or cord. Prompt Delivery and Close Prices. Cut to Suit Purchaser

E. G. SEWELL Phone 614.

GOLAY

GRIST AND CORN MEAL MILLS. M. F. GONZALEZ & CO., Props. Manufacturers CHOICE MEAL AND PURE GROUND STOCK FEED. Buy your meal and stock feed from the home manufacturer, encouraging some industry, contributing to home labor, and leave your money in your city.

COTTRELL, FINE PHOTOGRAPHS. Pensacola, Fla.

SATISFACTION is attached to every bundle that leaves The Star Steam Laundry.

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